

**City of Santa Fe**  
**RFP# 14/47/P**  
**Santa Communications/Public Relations Contract for the Santa Fe**  
**Convention and Visitors Bureau**

Date: June 11, 2014

Listed below are the questions that have been raised concerning the aforementioned RFP.

- What past PR efforts have been most successful in driving visitation?

Increased number and story diversity of press releases

Utilization of HARO leads with knowledgeable immediate responses

Press desk sides by the Marketing Director that are arranged by PR contractor.

Increased number of press Familiarization trips

Highly Santa Fe knowledgeable local PR resource

- Is there an incumbent agency?

Locas (Santa Fe Firm)

Lou Hammond (NY Firm)

- Is this a mandated review or voluntary?

Mandate...city is required to go to RFP every 4 years. The contract is annual with 3 one year renewals.

- Are you happy with the work of incumbent/most recent agency?

The results of earned media have dramatically increased in the last 2 years, strong local knowledge and business contacts. New York firm is well connected with travel writers and publications.

- Can you share any budget information – either past, estimated or allocated?

Last year's budget was \$185,000.

- Does this budget include fee and out-of-pocket expenses?

Please provide your fees and expense as required by the scope of work.

- Who is responsible for managing the competition process? Who else will be involved in making the decision?

City of Santa Fe Purchasing and Tourism Santa Fe will manage the process, there will be an advisory committee as well.

- What are the chief challenges you face from a marketing/pr perspective?

Budget and lack of knowledge of Santa Fe's resources

- What is the biggest misperception you battle?

We are in the desert, lack of knowledge of Santa Fe's rich attractions and outdoor activities.

- Please fill in the blank: "Wow! I didn't know that Santa Fe \_\_\_\_\_."

...was so beautiful...incredible skies.

...had mountains

...had such wonderful outdoor activities

...had so much history and culture

...has amazing art and artists

...was so old and unique

- What other states or destinations do you consider to be your biggest competitors and why?

Mountain States, Charleston, Sedona, etc.

- What states or cities would you consider a conflict of interest?

Drive Market-New Mexico, Colorado, Arizona, Texas...reserve the right to evaluate during the RFP process.

- What state or city communications campaigns do you admire?

None really stand out at this time

- What has been your most successful media placement or campaign to date and why was it regarded as the best?

Increase of outdoor coverage...increase of accolades received over the last 2 years.

- What would you consider to be a home-run print media placement?

At this time it is not just one media placement...but the breadth of story angles and variety of publications. Although would love Wall Street Journal and always like the New York Times

- What are the most important target demographics you want to attract?

Age 36-54

Income HHI of over \$75,000+

Female

- Who is responsible for managing the competition process?

Already answered above

- Who else will be involved in making the decision?

Already answered above

- How will success be defined for the PR program?

Amount of earned media

Quality of publications

Increase in hotel occupancy

- Who handles your social media channels?

TKO Advertising Contractor

- Are all marketing tactics integrated under one plan?

Yes

- I am wondering if you can please clarify something in the RFP for me. In the list of Submittal Requirements on page 13 - #13 states a copy of the New Mexico Taxation & Revenue gross receipts number and #14 a copy of City of Santa Fe Business

Registration are both required. Does this mean that you are only interested in receiving proposals from companies based in New Mexico?

We are interested in receiving proposals from companies outside of New Mexico.

- The RFP references that the agency “functions a committed, deeply immersed member of the marketing team” What constitutes the existing marketing team?

Marketing team includes; Marketing Director, Marketing Coordinator ,TKO Advertising Agency, StudioX website agency, and PR partners.

- What in-house resources will be available through the City of Santa Fe and the Santa Fe CVB to leverage in conjunction with our effort (I.e. In house advertising, sales, marketing)?

The majority of the work product is completed by the contractors on a daily basis.

- Does the Santa Fe CVB currently have an advertising agency of record or a firm that provides digital media expertise? May we have the name of those entities, please. Will you please share their scope of work if it includes or touches on marketing and public relations?

See above

- Who are your main competitors?

Colorado, Arizona, California, Texas ect.

- Are there specific media outlets where you’d like to have better coverage?

See above

- What are your target markets (demographic and geographic)?

See above

- How can we get copies of the CVB Executive Summary produced by Randall Travel Marketing & Santa Fe CVB Brand Pillars (referenced in the RFP)?

Attached is the CVB Brand Pillars. We are not including the Randall study it was completed in 2007, information is dated.

- What is the available budget to generate the results you are seeking?

See above

- You asked that submitting firms include a copy of “City of Santa Fe Business Registrations” and NM Taxation Revenue number. Are you accepting proposals from firms that do not have a physical presence in Santa Fe? If yes, may we leave that page blank without penalty?

We are accepting proposals from firms without a physical presence in Santa Fe...no penalty. The business registration and NM Taxation Revenue number may be obtained after the award is made and company has been contacted. Please note in your submittal the business registration and NM Taxation number will be obtained dependent on award.

- How many originals and copies should be submitted? One part of the document reference one original and five copies, another area references 8 copies.

Eight originals

- Page 19 of the contract questionnaire requires a notarized signature. The template form designates a New Mexico notary. May we use an Ohio-based notary instead?

The notarized signature does not have to be notarized in New Mexico it can be notarized in another state.